

NEW SHOP, NEW SHOES

Solent Shoes, on Castle Street Portchester opened it's doors in September and owner Amanda Kent is brimming with enthusiasm for helping people who experience finding comfortable footwear challenging!

Amanda decided to open the shop after a change of career direction. Previously working in finance she decided to undertake a course with the Society of Shoe Fitters. "I wanted a change and I've always wanted to open a shop" Amanda says "I used to work in a shoe shop years ago and I loved it, so decided to follow my dream and decided to start with the best training in the business "

The shop is bright and modern inside, with ample space to browse at your leisure. In addition to providing a wide range of high quality shoes Amanda is also hoping to help educate customers on the importance of correctly fitted footwear.

"Footwear is the only aspect of clothing which can potentially damage your health. It has been proven that incorrect footwear can lead to long term health conditions. Ill fitting shoes can lead to problems such as corns, callouses, blisters and bunions. Ensuring people have the right footwear is also particularly important for people suffering from arthritis or diabetes," explained Amanda.

I witnessed first hand how understanding Amanda is with her customers, her level of service and knowledge is impeccable and it is clear to see she is truly passionate about finding a solution to customers footwear problems.

Since the previous shoe shop in the town centre. Spencer and Penn, closed down there has been no outlet in Portchester for customers to purchase shoes. 'The key focus of Solent Shoes is to provide footwear which is fashionable yet a comfortable fit. All the shoes we sell are made from good quality breathable material,' explained Amanda. "we hold a good level of stock, however we can also order in some Padders shoe styles within 24-48 hours, if a customer would like something specific"

The shop was opened by Hazel Powlesland, chairperson of the Portchester Community Association, who believes the shop will particularly appeal to the older demographic in the area.

"There is definitely a market here where there are a lot of people from an older generation and I will certainly be shopping here. As you get older you can get all sorts of foot problems, some of which I have suffered from myself. It is important to purchase good quality fitted shoes,' explained Ms Powlesland. Whilst the shop is not exclusively aimed at older generations, Amanda believes this represents a gap in the market which needs to be addressed and so far the 'public response has been very positive'.

Customer, Sue Whitworth, said: 'I certainly now prefer comfort over style. Poorly fitting footwear which I used to wear can cause both feet and back problems. There is definitely a demand for this type of shop.' Fellow customer, Kirstin Robb, added: 'The days of going out in high heels is no longer quite so appealing, certainly not for my generation. I have teenage daughters who also tend to wear more comfortable shoes when going out.'

As well as a range of footwear , including - shoes, boots , wellies and slippers , Amanda is stocking beautiful accessories including jewellery, scarves, hats, unique leather handbags and umbrellas. Perfect gift ideas for Birthdays and Christmas. Solent Shoes is open for you to pop in 9.30 - 4.30 Monday - Friday and 9.30 - 2pm on Saturdays, and Amanda is offering 10% discount for Stay Local readers on mention of the adjacent advert.



Solent Shoes